

Google Analytics Premium: Security and Privacy

For more information visit:

google.com/analytics/premium

Google classifies Google Analytics Premium data as confidential information, governed by Google's privacy policies. Provisions most relevant to Google Analytics Premium are included in this document.

Security

Policy enforcement

Google audits compliance with its own privacy policies which may be read here: google.com/policies/privacy.

No data-sharing without consent

Google Analytics Premium data may not be shared without consent, except under certain limited circumstances, such as when required by law.

Ongoing investment in security

Security-dedicated engineering teams at Google guard against external threats to data. Internal access to data (e.g., by employees) are strictly regulated and subject to the Employee Access Controls and Procedures which include:

- All account data is confidential and subject to the confidentiality provisions of Google's Privacy Policy.
- Access to customer-level account data may be granted on a strict need-only basis to employees who require the specific access to perform their jobs. Employees requesting access must explain why they need the access, demonstrate familiarity with the access policy and agree to its terms and conditions, and receive approval before they can access the data.
- Customer Service Representatives and support personnel may not access customer-level data without explicit permission from the customer.
- When accessing customer data, employees will restrict activity to those reports they need to complete their official duties.
- Employees may not access data using any network-enabled device not owned or approved by Google.

ISO 27001 certified

Earned the industry-standard independent security certification

Privacy

Google Analytics Premium protects your website tracking transactions with Secure Socket Layer (SSL) technology and your visitors' information is secure, too. Google does not collect or store any personally identifiable information (PII), including encrypted email addresses. We adhere to the policies stated in the Google Privacy Policy.

Site administrators can set up IP masking using the `_gat._anonymizeIp()` method. This will remove the last octet of the visitor's IP address prior to its use and storage.

Users can install the Google Analytics Opt-Out Browser Add-On and choose not to send information about their website visit to Google Analytics. Alternatively or in addition, site administrators may build their own controls.

Data is stored in an encoded format optimized for performance, rather than stored in a traditional file system or database manner. Data is dispersed across a number of physical and logical volumes for redundancy and expedient access, thereby obfuscating it from tampering.

In addition, Google Analytics-specific policies have been implemented to ensure the privacy of Google Analytics Premium data. Information furnished upon request.

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful and comprehensive, large organizations can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. And with integrations across Google media properties and DoubleClick Digital Marketing, advertisers can instantly link accounts for real-time, automated marketing. For more information, visit google.com/analytics/premium